BIG DATA

THE BUSINESS REVOLUTION

决战大数据

驾驭未来商业的利器

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BIG DATA: THE BUSINESS REVOLUTION

BIG DATA

The Business Revolution

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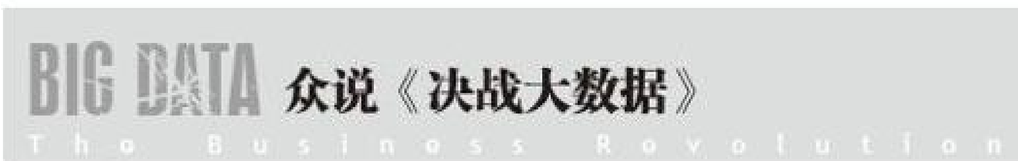
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eBay CEO

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BIG DATA
The Business Revolution
数据化思考

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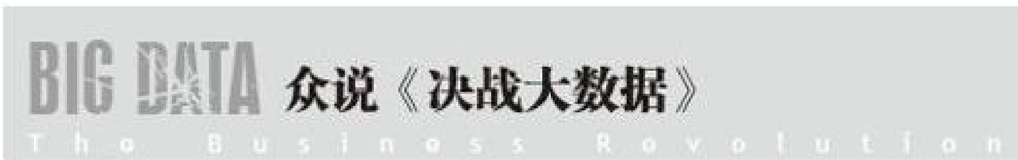
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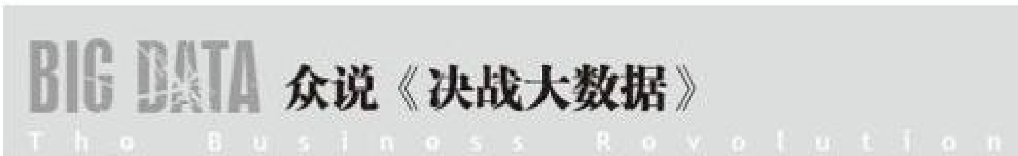
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BIG DATA

The Business Revolution

数据化思考

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图 5—1 电子商务网站中可以对用户购买行为产生影响的几大关键概念

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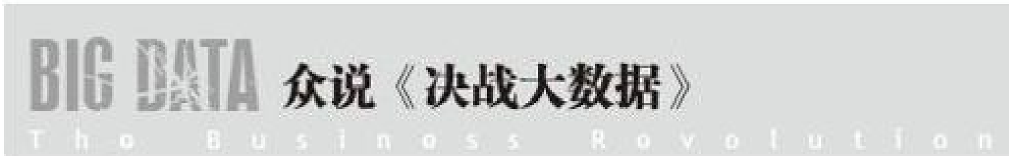
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日常报表信息量大，难以捕捉有效信息
管理层：那么多报表到底我该看哪些？
日报
周报
月报
仪表盘
竞争性报告


信息分散在不同部门，缺少有效整合
管理层：今天出现业务异动了吗？


业务异动的处理往往是自上而下来推动
负责人：理论上今天应该没有银行的接口在进行升级，我马上回去分析问题到底出在哪里。
管理者：为什么今天信用卡网关的成功率只有50%？是哪里出现了问题？


关键分析成果取得实效，但未实现沉淀
发现问题
分析问题
发现根本原因
设计解决方案
部署验证
选项1
结束
选项2
业务分析逻辑固化
自动业务监控
我们现在按选项2针对每一个异动分析、业务逻辑实现固化了吗？

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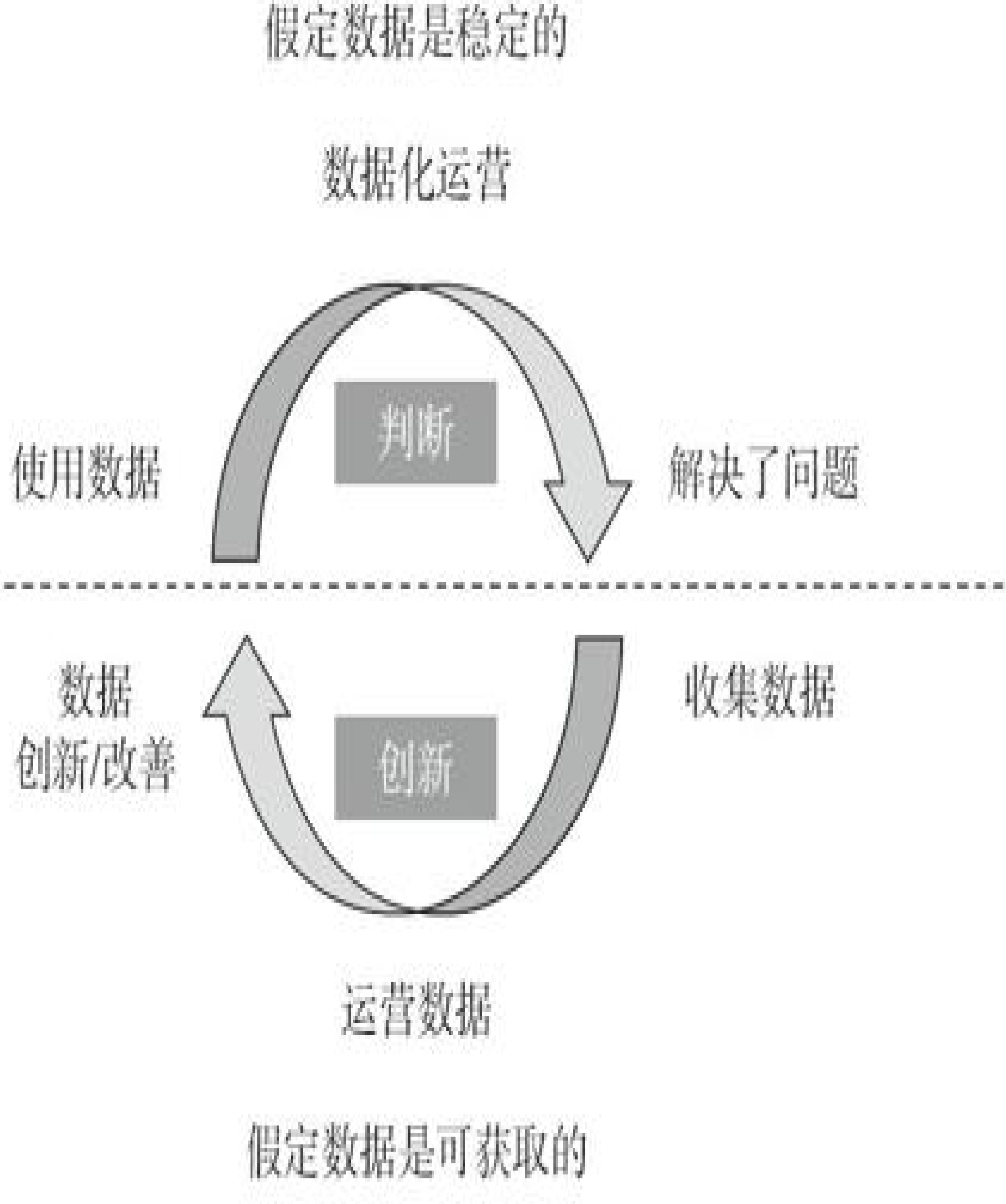


图 8—1　数据化运营和运营数据的闭环系统

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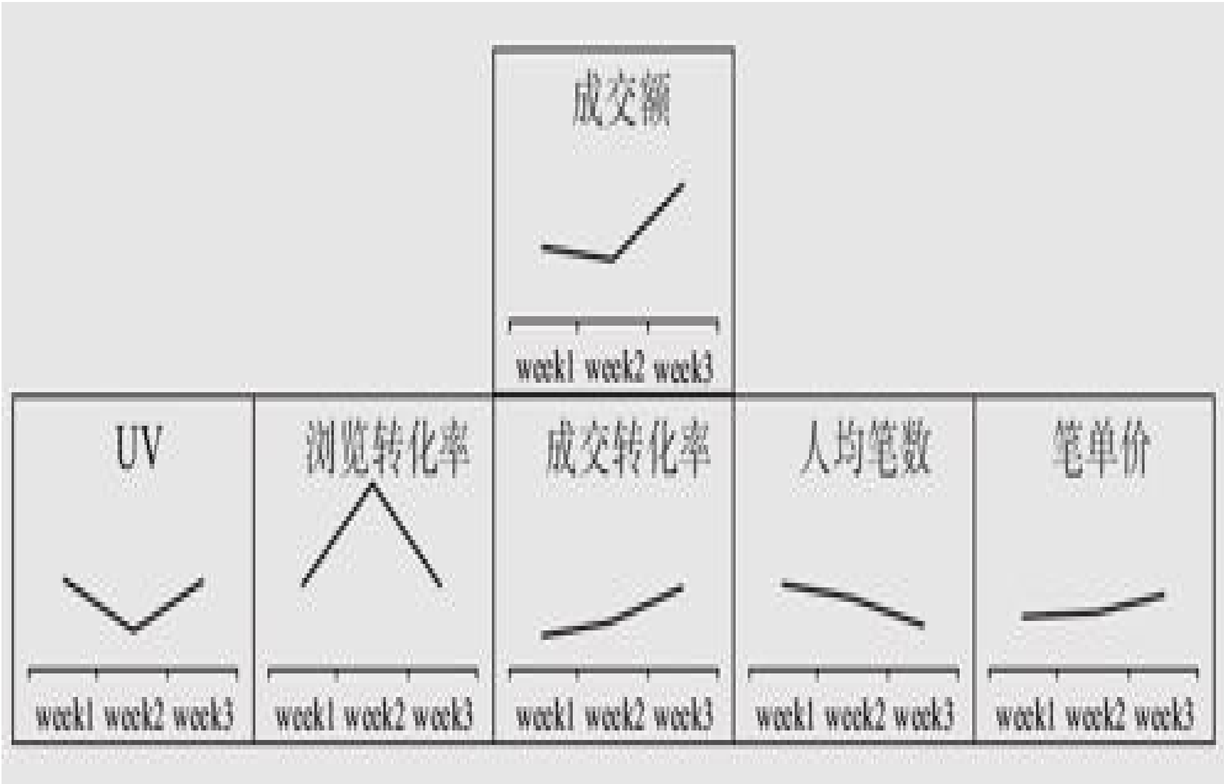


图 10—1 5 大分解指标对电商 A 第 1~3 周业务的影响

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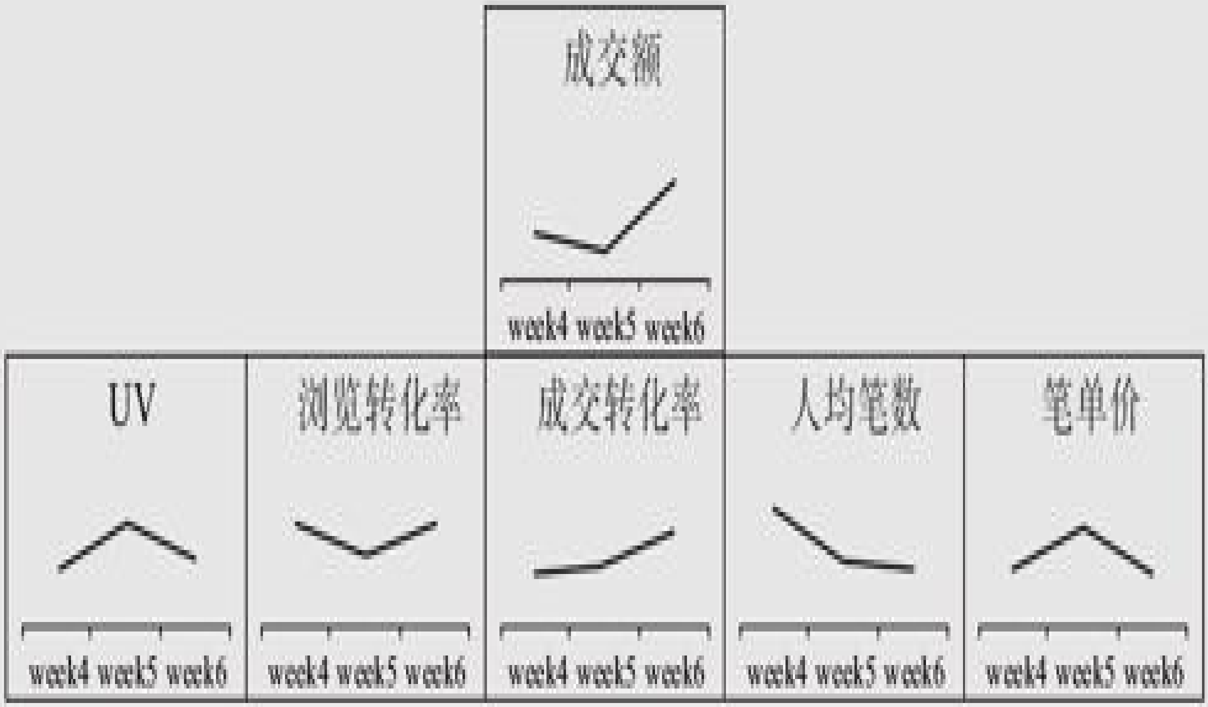


图 10—2　5大分解指标对电商A第4-6周业务的影响

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[illegible]12—1[illegible]

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收集时间	公 司	人 物	来 源	电子商务	格 式
过去两周	淘宝	马 云	新浪科技	B2B	行业报告
3个月内	天猫	马化腾	Techweb	B2C	数据分析
6个月内	京东	刘强东	腾讯科技	C2C	新 闻
6个月外	一号店	陈 年	艾 瑞	O2O	
	唯品会		易 观	物 流	
	凡 客			移 动	
				社会化	
				大数据	

表12—1 各大电商平台的知识图谱

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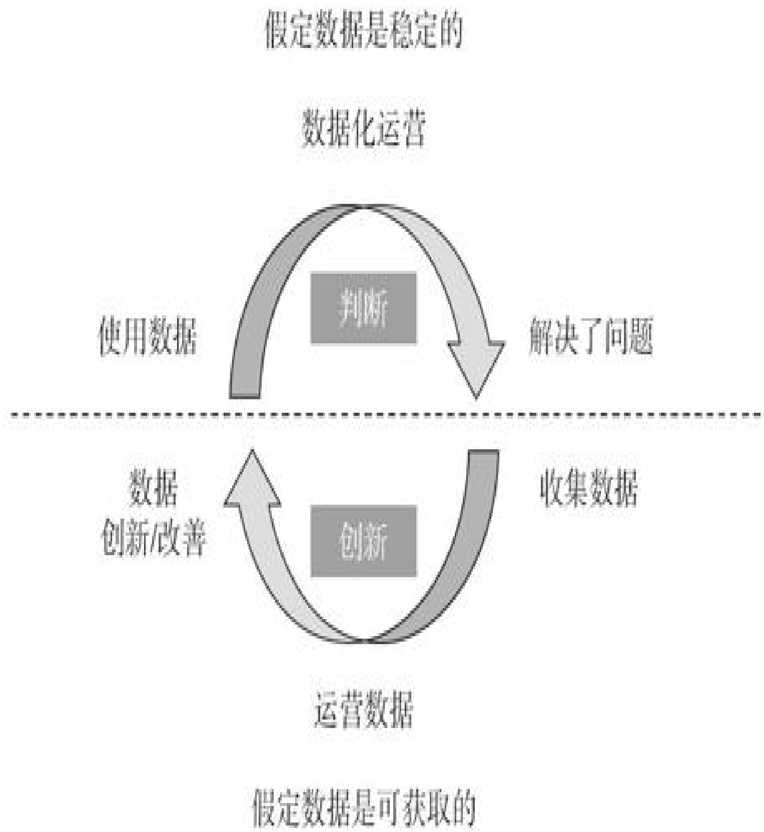


图 12—1　数据化运营和运营数据的闭环系统

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湛庐，与思想有关……

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我们出版的所有图书，封底和前勒口都有“湛庐文化”的标志

并归于两个品牌

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与思想有关
财富汇
BIG
DATA
BUSINESS REVOLUTION
决战大数据
车品觉◎著
驾驭未来商业的利器

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湛庐文化2008-2012年获奖书目

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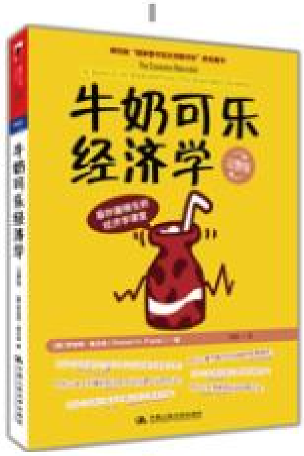


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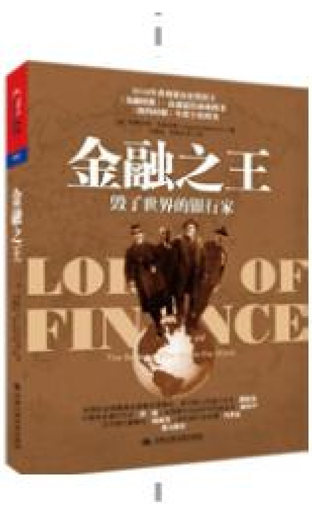
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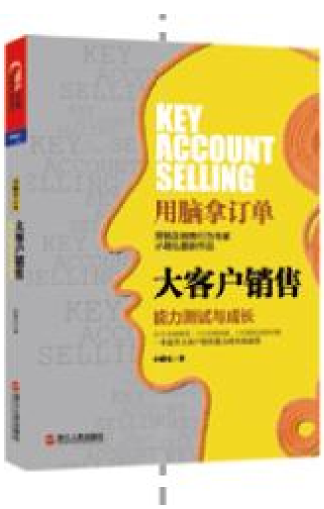
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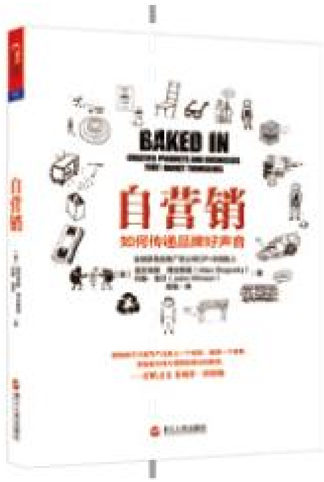
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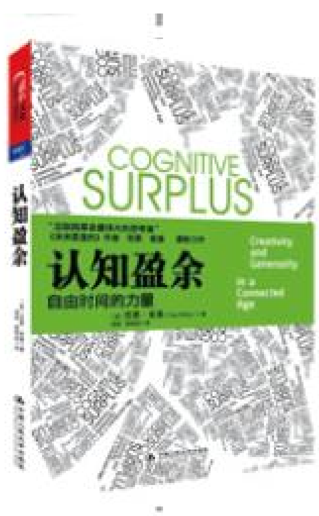
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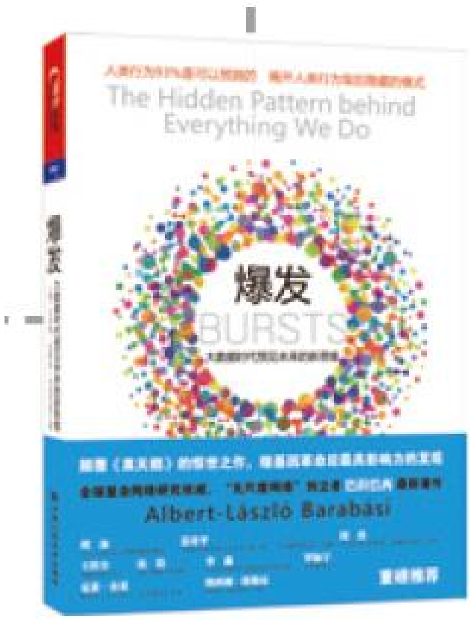


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The Hidden Pattern behind
Everything We Do
爆发
BURSTS
Albert-László Barabási

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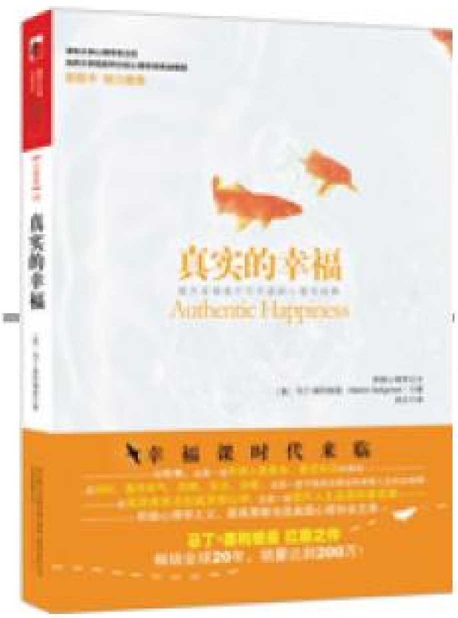
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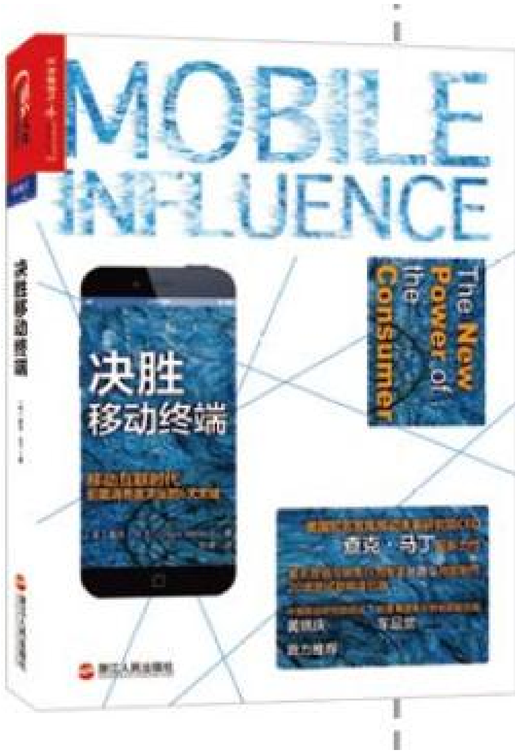
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你需要知道的桑珠助学

十年前，拥珠扎西仁波切在如意宝法王面前许下愿望，希望能让更多的儿童获得受教育的机会，法王当下为学校赐名“桑珠”。“桑珠”在藏语中是“心想事成”的意思。2010年开始，拥珠扎西仁波切的弟子车品觉受命为第一批分布在五个地方的296名学生筹集经费与师资。现在，在藏区负责管理和分配物资的负责人以五明佛学院堪布为主。

目前，已开办的学校分布在甘孜州各处，有些在偏远的达通玛大草原上，分别是阿卡寺学校、苏坡尼斯学校、雪域利众学校、阿色寺学校、东托寺学校、阿德学校、折查利众学校、东果里乌寺学校，每个学校大约有几十名学生，有一位老师与孩子们同吃同住，有一位负责做饭等事务的喇嘛，所有孩子住在既是教室又是卧室的屋子里，老师和另一个工作人员则住在堆放着食物和炉灶的厨房；有的学校校舍就是寺庙，有的校舍还在修建中，孩子们和老师都暂住在帐篷里。

车品觉以及其余7位参与桑珠助学计划并资助藏区儿童的朋友已去往甘孜州的各个学校，跟随堪布在学校发放物资、经费，参与了堪布与各学校负责人商谈教学管理事宜及经费物资领取签字盖章等活动。每位进入学校的孩子，其家庭情况都实时记录在册，虽然还在摸索阶段，但毫无疑问的是，每位参与者都怀着最无私的爱心和责任心，一切都在走向更正规、更系统、更长久的发展道路上，我们相信一定会帮助到更多地方的更多孩子，让他们在更好的环境里接受更好的教育。在这些人眼中，每个孩子都是天使，他们的纯真和求知欲值得每个人伸手相助。事实上，你帮助的不只是一两个或几个可爱的孩子，也是在展现自己内心最深处的爱心和感动。

如果你能感受到这份不同于你身边所见且真实的另一个世界，愿意加入到帮助这些孩子们的行列中，可以联系拥珠扎西仁波切的弟子车品觉，我们会尽可能详尽地让你了解桑珠行动的情况。

目前，每个孩子每年的资助费用为1200元人民币，这笔费用已分摊至教学场地、教具、师资（师资来自中国最大的佛学院五明佛学院）、食品衣物、日常用品等方面。资助金用途可靠，如果你有更多的爱心或疑问，可以到当地探望你资助的小朋友们。

如果我们贡献微薄之力，携手共同努力，聚集的力量一定能为孩子们的将来做出更多更大的改变。



桑珠助学编年史

2000年

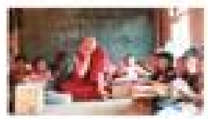


拥珠扎西仁波切在恩师如意宝法王面前许下心愿，终生致力于改善山区失学儿童的教育，如意宝法王赐名“桑珠”，意思是“心想事成”。

2006年

筹建甘孜利民福利院，但因种种情况，此项目搁浅。

2007年



第一所桑珠学校成立，学生约50人。

2008年



桑珠学校陆续筹建以及完善中，学生增至约150人。

2009年

车品觉正式开始为桑珠学校学生们募集生活费用，学生增至约200人。

2010年



7月，“桑珠行”走访8所学校，学生总数约300人；

11月，为义卖筹建淘宝“桑珠贝玛”小店。

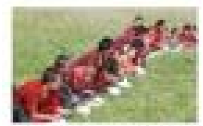
2011年



5月，在德格县阿须草原，全体同学第一次参加桑珠会考，学生总数约400人；

10月，淘宝“桑珠贝玛”小店正式成立。

2012年



4月，10所学校的学生们集中在色达五名佛学院的草地上进行第二次桑珠会考，学生总数约500人；

6月，第一只基金“唯品会爱心基金”成立，其每月按时捐助桑珠助学；

9月，“桑珠行”探望阿坝自治州山区内新建学校。

2013年



8月，第三次桑珠会考，“桑珠行”走访9所学校。各所学校分别进行考试，学生总数约610人。